



THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

June 1970

KENNETH F. McDANIEL NAMED TO FAS MANAGEMENT POST

Kenneth F. McDaniel was named Assistant Administrator for Management effective May 17, replacing W. A. Minor who recently retired. Mr. McDaniel joined the FAS staff in 1958, and has served as Deputy Assistant Administrator since 1963.

The new appointee is a native of Stigler, Oklahoma. He received a B.S. degree in agricultural economics from Oklahoma A & M College, Stillwater, in 1937. He also attended the University of Oklahoma, N.E. State Teachers College at Tahlequah, and Connors Agricultural College, Warner, Oklahoma.

Mr. McDaniel's USDA career began in 1935 as a claims auditor for the Agricultural Adjustment Administration at Stillwater, Oklahoma. In 1941 he joined the Southern Region staff in Washington as an agricultural economist. After service in the Navy in World War II, he returned to the Production and Marketing Administration area office in Atlanta, Georgia as a personnel management specialist.

He returned to Washington in 1953 to serve in the USDA Office of Personnel. From 1956-58 he was civilian personnel program officer and civilian mobilization planning officer for the Department of the Army.

Mr. McDaniel came to FAS in 1958 as director of personnel and served in this capacity until 1963, when he was named Deputy Assistant Administrator for Management.



USDA SUPERIOR SERVICE AWARD TO BUD PHILLIPSEN

The AA/FAS section is mighty proud of one of its overseas members these days.

Attache Wilferd (Bud) Phillipsen was one of three FAS employees to receive a 1970 USDA Superior Service Award, to be presented to him at his post in Port-of-Spain, Trinidad. The citation commends him "for superior initiative and performance in promoting the sale of U.S. agricultural commodities in the Caribbean area."

A native of Wisconsin, Attache Phillipsen holds a B.S. degree from the University of Wisconsin. He served for 12 years in the private sector of the dairy industry and was a county agent for two years. In 1964, he joined FAS as a dairy products marketing specialist. He was assigned to Trinidad/Tobago in 1967.

Take a bow, Bud!



Kenneth F. McDaniel

TRADE IN FAR EAST/SOUTH ASIA THEME OF ATTACHE CONFERENCE

The outlook for agricultural trade in the 70's in the Far East/South Asia area was the theme of the Regional Agricultural Attaches Conference held in Canberra, Australia May 1-6. Attaches from 11 posts participated in this meeting, the first to be held in the area since 1966.

Taking part in the conference was Deputy Assistant Secretary of Agriculture Andrew Mair, who was one of the principal speakers. Other USDA participants included Roy Lennartson, Administrator, Consumer and Marketing Service; Frank McKnight, Associate General Sales Manager, Export Marketing Service; Clarence Pike, Chief of the Far East Branch, FRAD, Economic Research Service; and Nathaniel E. Kossack, Director General, OIG. Participating from FAS/W were Administrator Ray Ioanes, Assistant Administrator Horace Davis, Deputy Assistant Administrator Turner Oylo, and Assistant Administrator for Export Programs Kenneth Krogh.

At the opening session, Administrator Ioanes reviewed the world trade outlook and Deputy Assistant Secretary Mair discussed the current outlook for U.S. agricultural policies and programs in the 1970's. Clarence Pike of ERS

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TRAINING PROGRAM FOR 12 FOREIGN NATIONALS UNDER WAY

There has been a cosmopolitan atmosphere on the fifth floor of the South Building, FAS/W, since the beginning of June, with visitors from a dozen countries assembling for daily orientation and training sessions covering every phase of agricultural activity in the U.S. Participants have been foreign national professional employees from FAS posts around the globe, here to take part in the Fifth Foreign National Training Program set up by FAS.

In Washington for this year's six-week program are: Jacques Laruelle, Belgium; Dieter Ramm, Germany; Mrs. Irene Rolner, Denmark; Christian Langezaal, Netherlands; Julio Castilla, Peru; Uldarico Diaz, Colombia; Odigie Oniha, Nigeria; Rafael Rosenzweig, Israel; Kunio Uyeno, Japan; Dharam Khosla, India; Cornelis de Goede, Australia; and Miss Kathleen P. Ryan, New Zealand.

To open the program, the group was welcomed by Assistant Secretary of Agriculture Clarence Palmby, Deputy Assistant Secretary Andrew Mair, and FAS Administrator Ray Ioanes. Following this meeting, participants were given a general introduction to the organization and functions of USDA and FAS by Assistant Administrator for Management Ken McDaniel. The attache service, its history, and its missions were summarized by FAS Deputy Assistant Administrator for Attaches Dick Smith.

The three weeks of meetings and workshops just completed covered a broad range of subjects, giving an overall picture of the many facets of agriculture in America. Sessions dealt with such topics as the development of U.S. agriculture, rural life and institutions; agricultural research in the U.S. and abroad; nutrition; consumer services; the work of the extension service; commodity programs; GATT; the Common Market; and international trade in general. Dr. Don Paarlberg, USDA Director of Agricultural Economics, spoke to the group on American agricultural policies.

Reporting and market development activities and procedures received particular attention during the sessions. At a special reporting workshop, the trainees learned more about how reports are used and reviewed the essentials of good reporting.

Another feature of the program was a series of commodity briefings, with all of the commodity divisions represented.

On June 17, the group left on a three-week field trip which took them first to Ohio State University. In Indiana, they will observe soybean handling and processing, followed by a visit to the ARS Research Laboratory in Peoria, Illinois. Iowa will provide a panoramic view of the Midwest's corn, soybean, and hog farms, with meat packing plants, grain elevators, and a turkey processing plant for good measure.

Heading South, the group will see more farming country in Missouri and Arkansas before visiting the port of New Orleans. Here they will be briefed on grain grading and inspection practices by the Consumer and Marketing Service, and will have a look at grain handling and storage facilities, as well as rice and soybean processing plants.

After a stop in Memphis, Tennessee, where cotton has

Attache Conference

(continued from page 1)

summarized trends in production, trade and consumption of agricultural products in this region.

The program in general was aimed at making a comprehensive evaluation of the competition and market potential for U.S. agricultural commodities during the next five years. Attaches gave reviews, by commodity, on recent developments and trade outlook, covering all major commodities. Group discussion followed each presentation.

Assistant Administrator Ken Krogh brought the group up to date on new developments in market development activities and Frank McKnight of EMS discussed special export programs. C&MS Administrator Roy Lennartson briefed his listeners on the impact of the 1967 Meat Inspection Act.

Representatives of the House and Senate Agriculture and Appropriations Committees who attended the conference included: Senator Henry Bellmon (Oklahoma); Congressmen W. R. Poage (Texas), Odin Langen (Minnesota), Charles M. Teague (California), Thomas S. Foley (Washington), and George F. Missbeck, Staff Member of the House Agriculture Committee.

Attaches attending the conference were Bill von Seggern (Bangkok), Fred Lege (Canberra), Jerry Kuhl (Jakarta), Steve Washenko (Hong Kong), Fred Traeger (Manila), Jim Boulware (New Delhi), Dale Vining (Kuala Lumpur), Carl Winberg (Rawalpindi), Norman Pettipaw (Taipei), Elmer Hallowell (Tokyo), and Gordon Loveless (Wellington).



MANILA ASSIGNMENT FOR JOHN HOPKINS

John T. Hopkins, a newcomer to the FAS field staff, arrived in Manila on June 8, where he will be assistant agricultural attache.

John comes from Jeromesville, Ohio. He received a B.A. degree in international studies from Ohio State University in 1964 and an M.S. degree in agricultural economics from this school in 1968.

For the past two years, the new appointee has been an agricultural economist in the Grain and Feed Division. He served in the Peace Corps in Puno, Peru from 1964-66, and was a teacher of social studies at Ruggles-Troy School in Nova, Ohio during 1966-67.

John was accompanied to his new post by his wife Julie and seven-months-old daughter Johanna.



top billing, the field trippers will return to Washington—stopping en route at a poultry processing plant in Virginia.

With this capsule view of "Agriculture U.S.A.," the 1970 Training Program will come to an end... and trainees will be homeward bound to pursue their reporting and other FAS activities with new-found insights and increased skill.

FAS Administrator Ray Ioanes (left) congratulates two of the three FAS employees who received individual USDA Superior Service Awards from Secretary of Agriculture Clifford M. Hardin at a ceremony honoring 94 USDA employees last month. The third individual honoree was Attache Wilferd Phillipsen of Trinidad.

Next to Ray is Edward Cornick, publications supply clerk in the Information Service Branch of FAS since 1954, who began his government career in 1942. On Ed's right is Donald Novotny, chief of the foreign competition branch of the Grain and Feed Division. Don has served as Assistant Ag Attache in Japan and Attache in New Zealand.

On the extreme right is Kenneth Krogh, Assistant Administrator for Export Programs, who accepted congratulations on behalf of the PPBS Task Force for Market Development, which received a USDA Unit Award. Other team members were James Howard, Francis Harrell, Jimmy Minyard, and Elmer Winner.



Awards Abroad

When the 1970 roster of FAS Incentive Awards winners made its appearance, 40 members of the field staff shared in the laurels received by a total of 136 FAS employees. The awards ceremony in FAS/W was held on April 24 in Jefferson Memorial Auditorium, with Personnel Director Joe Phillips presiding. Administrator Ray Ioanes made the awards address and presented the awards.

Here's a rundown on the blue ribbon field crowd, whose awards were presented at the post:

30-YEAR SERVICE AWARD:

Harold L. Koeller, Brussels; Ford M. Milam, Lisbon; George A. Parks, Bonn; and Carl O. Winberg, Rawalpindi.

25-YEAR SERVICE AWARD:

David L. Hume, London; W. Gordon Loveless, Wellington; Louis Menna, Rome; Eugene T. Olson, Ottawa.

20-YEAR SERVICE AWARD:

William C. Bowser, Quito; Eleanore Burford, Paris; Arlette Durand, Paris; Waldo S. Rowan, Santiago; Gisela Schatzer, Vienna; Steve Washenko, Hong Kong; George H. White, London.

10-YEAR SERVICE AWARD:

Rolland E. Anderson, Bonn; Paul Danyluk, Rome; William L. Davis, Jr., Nairobi; Nancy Fellows, Djakarta;

Alvin E. Gourley, Tokyo; Kenneth E. Howland, London; Ruth Javrotsky, Taipei; Halyna Linde, Caracas; Robert McConnell, Santo Domingo; Wilferd L. Phillipsen, Port-of-Spain.

OUTSTANDING PERFORMANCE MERIT CERTIFICATE:

May R. Arkus, Mexico City; James M. Benson, Paris; Angela Mittiga, Warsaw; Frank A. Padovano, Paris; Shackford Pitcher, Sao Paulo; Mary Jane Stewart, Bangkok.

QUALITY STEP INCREASE MERIT CERTIFICATE:

William L. Davis, Jr., Nairobi; Guy L. Haviland, Jr., New Delhi; Charalambos S. Stephanides, Tehran; Mary Jane Stewart, Bangkok; W. Garth Thorburn, Bogota.

MERITORIOUS STEP INCREASE CERTIFICATE:

Damian P. Miranda, Quito; Isabel Ribeiro, Rio de Janeiro.

SPECIAL ACHIEVEMENT MERIT CERTIFICATE:

Radboud L. Beukenkamp, Rome; Ruth A. Henderson, Mexico City.



Awards

FAP Incentive

April 24

30 YEAR LENGTH OF SERVICE AWARDS... Pictured with Administrator Ioanes are (left to right) Howard A. Akers, Cerelda Davis, Sally Cross, Eleanor Birely, Administrator Ray Ioanes, Wylene Seften, Doris Laut, and Edward A. Gorman. Almira Hancock, who also received a certificate, does not appear in the picture.

Jefferson

Auditorium

WINNERS OF QUALITY STEP INCREASE AWARDS... Recipients of Certificates of Merit for quality step increases are shown here with Administrator Ray Ioanes. Seated (left to right): Cerelda Davis, Evelyn Armstrong, Helen Habib, Grace Gregory, Administrator Ioanes, Alfreda Thomas, Barbara McQueen, and Robertha McLean. From left to right, standing, are Francis S. Harrell, Eldon C. Hildebrandt, Leonard Nahme, Ruth Monrotus, Jimmy Minyard, Madeleine Piho, Ruth Lewis, Marie Quade, Essie Hayle, Edward R. Bevis, Shirley Harrison, Mildred Weber, Glenn Whiteman, and Larry Thomasson.

Other award winners not shown in this picture included Mary Allen, Samuel L. Crockett, Stephen M. Evans, Sabra Francis, Edward A. Gorman, Jr., Earlene Holston, James O. Howard, Ivan E. Johnson, Regina Kinnard, Loraine Leonard, Stanley Mehr, Linda Moss, Janette Peach, and Frances Wolf.



Album

Awards Ceremony

1970



SPECIAL ACHIEVEMENT UNIT AWARD... Five gentlemen from the PPBS Task Force for Market Development are commended by Administrator Ioanes (fourth from left). They are (left to right) Elmer B. Winner, James O. Howard, Jimmy D. Minyard, Francis S. Harrell, and Kenneth K. Krogh. The team also received a USDA Superior Service Award at the Honor Awards Ceremony on May 19 on the Washington Monument grounds.



CERTIFICATES OF MERIT FOR OUTSTANDING PERFORMANCE... A quartet of award winners in the 1970 Incentive Awards Program face the cameraman with FAS Administrator Ray Ioanes. From left to right: Stephen M. Evans, Office of Reports and Statistics; Sabra Francis, Management; Administrator Ioanes; Miriam Koren, Market Development; and James Howard, Market Development Deputy Assistant Administrator.

CERTIFICATES OF MERIT FOR SPECIAL ACHIEVEMENT... Five individuals received awards in this category. They were (left to right) William S. Caras, Management; Edward C. Cornick, Management; Marie-Anne Doyon, Management; and Donald J. Novotny, Commodity Programs. FAS Administrator Ioanes is second from the right. Another winner from Commodity Programs, Kenneth L. Nuernberg, does not appear in this picture.



Here and There

Ed Cissel, Cotton Division marketing specialist, is presently enrolled in language training at FSI. He'll be using his Portuguese in Rio de Janeiro as Assistant Agricultural Attache, replacing **Harold Rabinowitz**. Harold will transfer to Sao Paulo as Agricultural Officer in early July.

Another FSI student is **Jim Rudbeck** of Grains and Feeds, who will go to Buenos Aires to replace Assistant Attache **Gordon Lloyd**. Gordon will return to FAS/W for reassignment.

Eleanor Birely, who has been secretary to Area Officer **Tim Engebretson** since her return from **Dave Hume's** office in London, is now plying her secretarial skills in the office of Administrator **Ray Ioanes**. **Jeannette Kokay**, former secretary in Buenos Aires, has been assigned to Area Officer **Engebretson's** office.

Dorothy Whitehead, a newcomer to FAS, will report for duty as secretary in The Hague in late July. Secretary **Sharon Knecht** is anticipating her first home leave after a tour of duty at this post. She reports to FAS/W in July.

Secretary **Elizabeth Sparks**, formerly of Rawalpindi, will arrive in Taipei on July 1 to take over her new duties in the office of Attache **Norm Pettipaw**. Elizabeth spent her home leave enjoying the beach at Florida.

Secretary **Lucille Sargent**, who has been on TDY in Bonn, reports to Attache **Berk Beukenkamp's** office in Rome the latter part of July.

Jessie Hidalgo is scheduled to arrive in Bogota the latter part of this month to fill the secretarial slot formerly occupied by **Ethelwyn Brown**. Jessie comes to FAS from the Foreign Economic Development Service. **Brownie** is enjoying home leave, after which she'll serve in FAS/W as secretary to Deputy Assistant Administrator **Dick Smith**.

In Ottawa, Assistant Attache **Al Persi** departs from post in July. Following home leave, Al will be assigned to Washington. Replacing him in Ottawa will be **Glenn Whiteman**, Operations Analysis Division.

Attache **Steve Stephanides** will arrive in the States in early July for home leave, after which he'll return to Tehran for his third tour of duty.

Another July home leave arrival will be Attache **Bill Rodman**, who returns to Mexico City.

Assistant Attache **John DeCourcy** of Bonn arrived in the States this month for home leave. John returns to Germany for his second tour of duty.

Coming in from Paris the end of this month will be Attache **Tom Street**. After consultation and home leave, Tom will return to *la belle France* for another tour of duty.

Another June arrival in Washington is **Dale Douglas**. Home leave and consultation will be followed by a return to Madrid, where he is Assistant Attache.

Secretary **Oleta Brame** of the Geneva office arrives in Washington the end of June for consultation and home leave before returning to post.

In early July, Geneva Attache **Tony Cruit** will arrive in FAS/W for consultation and home leave. Tony also will return to post.

Assistant Attache **Ken Howland**, London, reports to FAS/W next month for home leave and consultation. Ken will return to Attache **Hume's** shop.

Home leave and consultation is coming up in July for Ag Officer **Rado Kinzhuber**. The **Kinzhubers** will return to Hamburg.

Attache **Bob FitzSimmonds** is scheduled to arrive from Caracas on July 2 to begin home leave. He'll be returning to his post in late August.

A HANDCLASP FOR THE TAGGART TEAM... When the FAS crew feted Area Officer Paul Taggart recently on the occasion of his retirement, lots of well-wishers were on hand to reminisce and offer advice to the Taggarts on how to make the most of their new-found leisure. Judging from the expressions on the faces of the honor guests, Assistant Administrator for Management Ken McDaniel's counsel had special merit. Area Officer Afif Tannous reviewed his long association with Paul with a blend of wit and nostalgia, and former commodity expert P. K. Norris contributed his own special brand of advice. Paul received a handy golf cart from his FAS co-workers, presented by Deputy Assistant Administrator Dick Smith... and designed to make those golfing expeditions as effortless as possible. The reception marked the close of 40 years of U.S. Government service for Paul, who was the sole recipient of a 40-year length of service award at this year's Incentive Awards Program.



WASHINGTON WEDDING FOR VERLE LANIER

The wedding of Attache Verle Lanier of Kinshasa and Miss Tuncay Eraybar took place on May 2 in a very pretty ceremony at the Presbyterian Church of the Pilgrims in Washington, D.C. The bride, a Turkish citizen, is the daughter of Major General and Mrs. Suat Eraybar, and has lived in Kinshasa with her parents for the past two years. She has been employed as a secretary in the USAID program office at the U.S. Embassy.

Tuncay was given in marriage by her brother, who lives in Akron, Ohio. A close friend of the bride's, also a resident of Akron, was bridesmaid.

Attending the wedding were Verle's parents from Montana, together with a sister and niece. The mother of the bride was also in attendance. The wedding guests included many of Verle's friends and associates, and a number of co-workers and former co-workers from Kinshasa.

Assisting at the reception which followed the ceremony were Mrs. Don Atwell, whose husband is with AID in Kinshasa, and Harwood McCoy, former secretary in the Kinshasa ag attache office.

The newlyweds left Washington after the ceremony for a brief wedding trip which included Bermuda, London, Paris, and Nairobi. They are now back in Kinshasa.



Hugh Robinson, FAS/W, is Stockholm bound this month, where he'll take over the Attache desk. This will be a homecoming for Hugh, since he served at this post from 1963-66. Attache **Jim Lankford** left Stockholm in early June for h/l and consultation before taking over the Attache post in Bern. The Lankfords are scheduled to arrive in Bern in mid-July. Attache **Alan Trick** will be a direct transfer from Bern to Warsaw. He'll report for duty in July. Attache **Harold Champeau** will leave Warsaw in mid-August, returning to the States for home leave and FAS/W assignment.

Don Motz, former Attache in Athens, has been assigned as Assistant to the Assistant Administrator/AA replacing **Hugh Robinson**.

H. REITER WEBB HEADS FAS COTTON DIVISION

H. Reiter Webb, Jr. has been named Director of the Cotton Division, following Glenn Tussey's transfer to the commodity staff of Export Marketing Service.

The new director has been with USDA since 1954. A native of Memphis, Tennessee, he attended Southwestern College in Memphis and graduated with honors in law from American University, Washington, D.C.

After seven years as a cotton marketing specialist in the Agricultural Marketing Service, he joined the staff of FAS in the same capacity and served in that position until 1963. During the next three years he was in charge of planning and evaluation for the Department's cooperative market development program overseas. For his work in this assignment, Reiter received the Department's Superior Service Award in 1966.

From 1966 to 1968, the new appointee was assistant agricultural attache at the American Embassy in London. He returned to Washington in 1968 to head the foreign marketing branch of the Fats and Oils Division of FAS.



Assistant Attache **Guy Haviland** of New Delhi arrives in FAS/W this month for consultation and home leave. Guy will have Spanish language training while here, and then will head for Quito where he will serve as Attache. Attache **Bill Bowser** is scheduled to leave Quito the end of July for home leave and FAS/W reassignment.

MORE TO COME

More news notes and photos of retirees will be coming up in the next Letter.

ROAMING AROUND

The London household of Assistant Attache **Ken and Barbara Murray** has a brand new member. **Kenneth Peter Murray** joined the family circle on May 1, weighing in at 7 pounds, 6 ounces.

Area Officer **Afif Tannous** left FAS/W on June 10 for a four week inspection tour of the Near East. At present, he is happily looking in on the activities of attache crews in Morocco, Turkey, Iran, Lebanon, and Greece.

During his recent post inspection, Area Officer **T. O. Engebretson** enjoyed a moment of relaxation while visiting Attache **Brice Meeker** in The Hague. A cheese-making farm at Volendam gave him an opportunity to sample some of the Edam cheese for which this region is noted.

Tim reports that Mrs. **Marianne Winter**, ag specialist in the Hamburg office, has recently been ill—in fact, she was in the south of Germany under doctor's care when he visited the **Kinzhuber** office. However, Mrs. **Waltraut Woitkewitsch**, Hamburg secretary, was holding the fort in a capable fashion during Marianne's absence.

Traveler **Tim** landed in Copenhagen in an April snowstorm. At this stop, he and Attache **Harlan Dirks** attended a Scandinavian dairy nutrition seminar sponsored by U.S. Feed Grains Council, with animal and human nutrition experts from Norway, Sweden, and Denmark participating.

Attache **Dirks** and Area Officer **Engebretson** met with Ag Specialist **Bjorn Leborg** in Oslo to review the operations of this office. A luncheon hosted by **Henry Andreas** of the California Raisin Advisory Board, with dried fruit importers and traders as guests, was a feature of the Oslo visit. A similar CRAB event was on the program in Stockholm.

Leaving Stockholm in a snowstorm on April 22, **Tim** found Attache **Al Trick** awaiting him in Vienna . . . along with warm spring sun and lots of spring flowers. Here **Tim** renewed his acquaintance with our long-time local staff—Ag Research Specialist **Hans Stuckmann** and Market Development Assistant **Gisela Schatzer**.

Arriving at Attache **Trick's** headquarters in Bern, Area Officer **Engebretson** (like all other visitors to Switzerland) fell under the spell of Schloss Worb, the medieval castle where the Tricks have an apartment. **Tim** reports that the wall murals in this home record a bit of early American history, since they commemorate the founding in 1710 of New Bern, North Carolina, by the son of the castle owner at that time.

June has been a busy month for the **Al Gilberts** of Lagos. On June 6, wife **Jane** journeyed to Seville, Spain to attend the graduation of son **Anthony**, while Attache **Al** remained in Lagos to see 15-year-old **Brett** graduate from the 9th grade on June 8. The family then got together in Madrid for a couple of weeks R&R leave, to be spent in and around that city.

AN ACCOLADE FOR AUDREY

Audrey Cook's many friends in the field will be delighted to know that she was among the USDA employees who received a USDA Superior Service Award from Secretary of Agriculture **Hardin** at the honor awards ceremonies held on May 19 on the Washington Monument grounds. Audrey, who is with the Office of Management Services, was cited for her professional competence and outstanding leadership as editor of **Farm Index** magazine. She has been editor of this publication for three years.

The honoree was with the FAS Information Department for over ten years. In addition to six years as editor of the **FAS Letter**, she was editor of **Foreign Crops and Markets** for four years.

THE FAS LETTER



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